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## WHAT IS CLAIMED IS:

1	1. A method of controlling a financial transaction between a receiver
2	and a content provider occurring over a network operated by a network operator, wherein
3	said content provider offers enhanced content programming relating to the financial
4	transaction, the method comprising the steps of:
5	intercepting a user request for the enhanced content programming, said
6	user request originating in the receiver, wherein said intercepting step is performed by a
7	third party;
8	permitting the enhanced content programming to be provided to the
9	receiver in response to the user request only if the content provider is an authorized
10	content provider, wherein said permitting step is performed by said third party; and
11	storing information relating to the enhanced content programming
12	provided to the receiver in response to the user request, wherein said storing step is
13	performed by said third party.
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1	2. The method of claim 1, further comprising the step of determining
2	if the content provider is authorized by the network operator to offer enhanced content
3	programming over the network.
1	3. The method of claim 1, further comprising the step of monitoring
-	
2	for triggers within the enhanced content programming.

- 1 4. The method of claim 1, further comprising the step of terminating 2 said user request after said intercepting step if the content provider is unauthorized.
  - 5. The method of claim 1, further comprising the steps of:
    intercepting a supplemental user request, said supplemental user request
    originating in the receiver, wherein said intercepting step is performed by said third party;
    storing said supplemental user request, wherein said storing step is
    performed by said third party; and
    requesting supporting information from said content provider for said
    supplemental user request, wherein said requesting step is performed by said third party.
  - 6. The method of claim 5, further comprising the step of providing said supporting information to said receiver upon request.

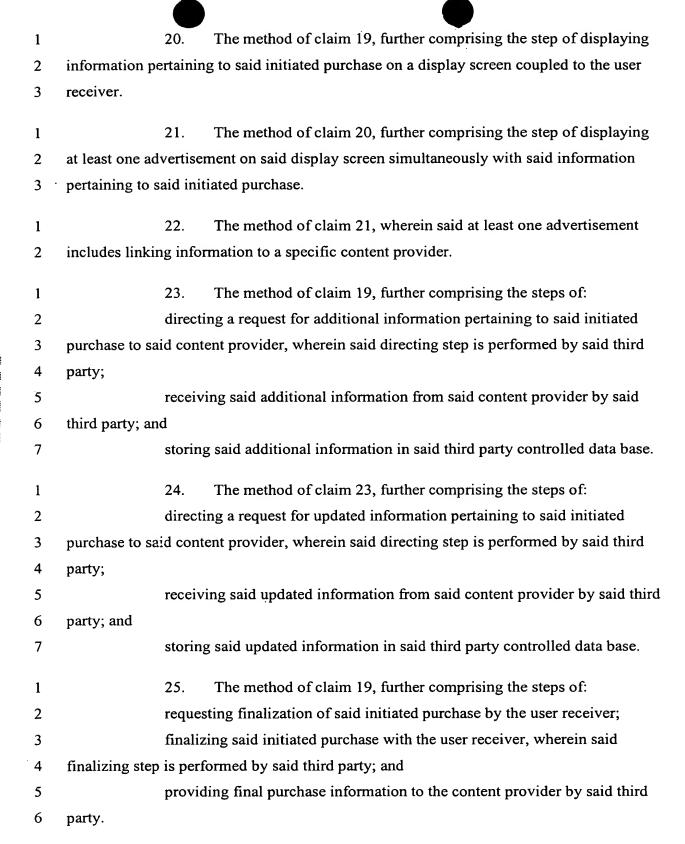
1	7. The method of claim 3, further comprising the steps of.
2	intercepting a request to finalize said supplemental user request, said
3	request to finalize said supplemental user request originating in the receiver, wherein said
4	intercepting step is performed by said third party;
5	finalizing said supplemental user request, wherein said finalizing step is
6	performed by said third party; and
7	supplying the content provider with finalized supplemental user request
8	information.
1	8. A method of monitoring a network transaction between a user
2	receiver and a content provider, the method comprising the steps of:
3	intercepting a user request directed at the content provider by the user
4	receiver;
5	appending additional parameters to said user request;
6	directing said appended user request to the content provider;
7	intercepting a user request response directed at the user receiver by the
8	content provider, wherein said user request response comprises at least a portion of the
9	network transaction;
10	extracting transaction information from said intercepted user request
11	response; and
12	forwarding said user request response by said third party to the user
13	receiver.
1	9. The method of claim 8, further comprising the step of initially
2	receiving enhanced content programming from the content provider within the user
3	receiver, and wherein said user request is formed by the step of interacting with the
4	content provider through the user receiver.
1	10. The method of claim 9, further comprising the step of recognizing
2	a trigger within said enhanced content programming, said recognizing step performed
3	prior to said step of intercepting said user request.

The method of claim 8, wherein said step of intercepting said user

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request further comprises the steps of:

3	appointing an address to a third party contremer to said intercepted user
4	request; and
5	directing said intercepted user request to said third party controller,
6	wherein said third party controller performs said step of appending additional parameters
7	to said user request.
1	12. The method of claim 8, further comprising the step of appending a
2	marker to said user request response by the content provider, wherein said third party uses
3	said marker to intercept said user request response.
1	13. The method of claim 8, further comprising the step of determining
2	if the content provider is authorized to provide enhanced content programming to the user
3	receiver.
1	14. The method of claim 13, wherein said determining step is
2	performed prior to said first intercepting step.
1	15. The method of claim 13, wherein said determining step is
2	performed after said user request is intercepted by said third party.
1	16. The method of claim 13, further comprising the step of terminating
2	the network transaction between the user receiver and the content provider if the content
3	provider is unauthorized.
1	17. The method of claim 13, further comprising the step of forwarding
2	said appended user request to a substitute content provider if the content provider is
3	unauthorized.
1	18. The method of claim 8, further comprising the step of storing said
2	extracted transaction information.
1	19. The method of claim 8, further comprising the steps of:
2	initiating a purchase from the content provider by the user receiver; and
3	entering said initiated purchase into a data base controlled by a third party.



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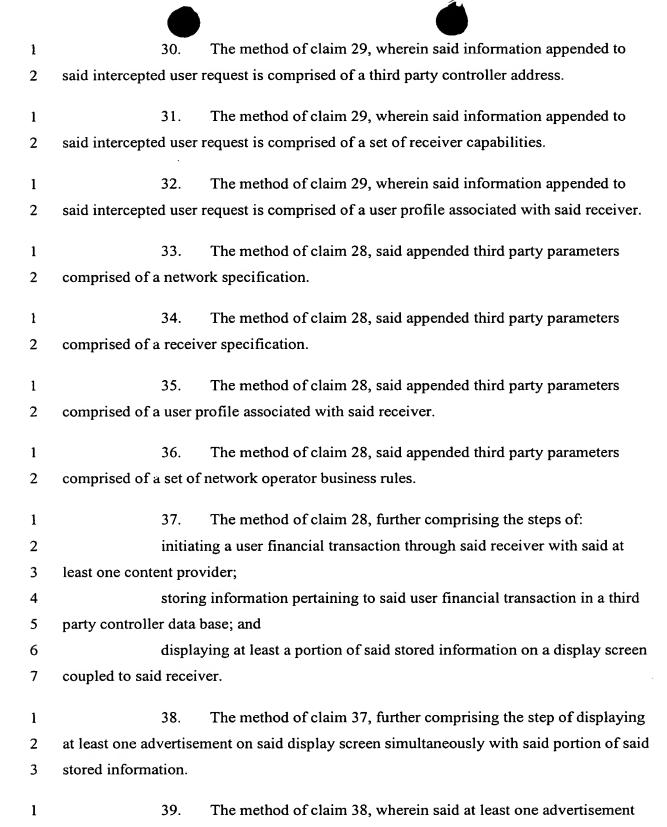
to said third party controller.

1	26. The method of claim 25, further comprising the step of requesting
2	finalization of said initiated purchase by the user receiver, wherein said requesting step is
3	performed prior to said finalizing step.
1	27. The method of claim 25, further comprising the step of obtaining
2	supplemental information from the user by said third party in order to complete said
3	finalizing step.
1	28. A method of controlling a network transaction, the method
2	comprising the steps of:
3	directing enhanced broadcast information via a network to a plurality of
4	receivers, wherein said network is controlled by a network operator, and wherein at least
5	a portion of said enhanced broadcast information is provided by at least one content
6	provider;
7	detecting triggers within said portion of said enhanced broadcast
8	information provided by said at least one content provider, wherein said detecting step is
9	performed by a third party;
10	intercepting by said third party a user request directed at said at least one
11	content provider from a receiver of said plurality of receivers coupled to said network;
12	directing said intercepted user request to a third party controller;
13	appending third party parameters to said intercepted user request;
14	directing said appended user request to said at least one content provider;
15	appending third party markers to a response to said appended user request,
16	wherein said appending step is performed by said at least one content provider;
17	directing said appended response to said receiver;
18	detecting by said third party controller said third party markers appended
19	to said response; and
20	storing transaction information provided by said at least one content
21	provider in said response, wherein said storing step is controlled by said third party
22	controller.
1	29. The method of claim 28, further comprising the step of appending

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information to said intercepted user request prior to directing said intercepted user request

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40. The method of claim 28, further comprising the steps of:

includes linking information to a specific content provider.

2	requesting additional information on said user financial transaction from
3	said at least one content provider, wherein said requesting step is performed by said third
4	party controller;
5	receiving said additional information from said at least one content
6	provider; and
7	storing said additional information.
1	41. The method of claim 28, further comprising the steps of:
2	finalizing said user financial transaction through said receiver, wherein
3	said step of finalizing is executed between said receiver and said third party controller;
4	and
5	providing finalized user financial transaction information to said at least
6	one content provider by said third party controller.
1	42. A network-based system for providing enhanced content
2	programming to a user, the system comprising:
3	a network;
4	a content provider coupled to said network, wherein said content provider
5	supplies said enhanced content programming;
6	a receiver coupled to said network, said receiver capable of receiving said
7	enhanced content programming;
8	a display coupled to said receiver for displaying said enhanced content
9	programming to the user;
10	third party means for intercepting a request initiated by said receiver and
11	directed at said content provider;
12	third party means for appending operational parameters to said request;
13	third party means for directing said appended request to said content
14	provider;
15	third party means for intercepting a response to said request initiated by
16	said content provider; and
17	a database coupled to said network and said third party means for storing
18	intercepted response information.

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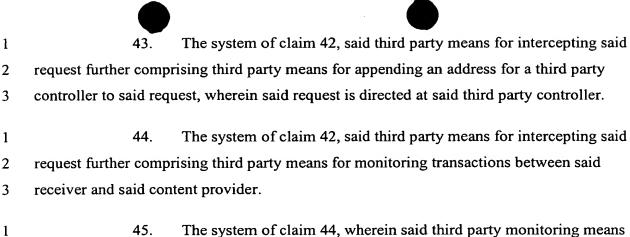
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- detects triggers contained within said enhanced content programming.
- 46. The system of claim 43, wherein said third party controller displays information on transactions between said user and said content provider on said receiver 2 coupled display.
  - 47. The system of claim 46, wherein said third party controller displays advertisements simultaneously with said transaction information.
  - 48. The system of claim 43, wherein said third party controller obtains supplemental information from said content provider pertaining to transactions initiated between said user and said content provider.
  - 49. The system of claim 42, wherein said receiver is selected from the group consisting of set-top boxes, telephones, PDAs, and computers.
- 50. The system of claim 42, wherein said network is selected from the 1 group consisting of cable, fiber optics, telephone lines, terrestrial broadcast systems, and 2 3 satellite broadcast systems.